

Message Text

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TO AMEMBASSY TOKYO IMMEDIATE

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E.O. 11652: N/A

TAGS: BTRA, BEXP, JA

SUBJECT: FOREIGN BUYER PROGRAM: JAPANESE TRADE MISSION TO
THE U.S.

REF: A) TOKYO 4181, B) TOKYO 3862

1. USDOC PLEASED ASSIST JAPANESE GROUP IN MEETING ITS
BUSINESS OBJECTIVES, BUT NEED TO KNOW FOLLOWING:

A. NAMES, TITLES, COMPANY AFFILIATIONS. IN ADDITION TO
HIGH LEVEL OFFICIALS, WILL WORKING LEVEL PARTICIPANTS
INVOLVED IN MAKING OR RECOMMENDING PURCHASING DECISIONS
ALSO BE PART OF GROUP?

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B. ARE ANY MEDIUM-SIZED TRADING COMPANIES INCLUDED?

C. IS GROUP WILLING TO SPLIT UP? WHAT IS PROJECTED
DURATION OF TRIP? ANY GEOGRAPHIC TRAVEL LIMITATIONS? WHAT
ASSISTANCE WILL GOJ PROVIDE? PRESUME GOJ ASSISTANCE WILL
INCLUDE HOTEL AND TRANSPORTATION ARRANGEMENTS,

INTERPRETERS, ETC. WHAT WILL GOJ FINANCIAL SUPPORT BE USED FOR?

D. EXPERIENCE WITH GOVERNMENT MISSIONS FROM OTHER COUNTRIES INDICATE NEED TO AVOID DUPLICATION OF EFFORT BETWEEN USDOC AND THOSE GOVERNMENT OFFICES AND CONSULATES IN U.S. IN ARRANGING APPOINTMENTS. WILL ANY OTHER ORGANIZATIONS BE MAKING ARRANGEMENTS FOR MEETINGS AND APPOINTMENTS?

E. ALTHOUGH MAJOR TRADING COMPANIES HAVE BROAD PRODUCT INTERESTS, WHAT ARE PARTICIPANT COMPANIES SPECIFIC PRODUCT INTERESTS? FOR EXAMPLE, IF CONSUMER GOODS, IS IT APPAREL, HOUSEWARES, HARDWARE, SPORTING GOODS, ETC.

2. BASED ON BEST PROSPECT LIST, BELIEVE POST IN BETTER POSITION TO RECOMMEND PRODUCT CATEGORIES HAVING GREATEST POTENTIAL. SECTORAL STUDY DUE END OF JANUARY SHOULD PROVIDE ADDITIONAL AREAS FOR PROMOTION. USDC MAY BE ABLE TO MAKE CONTRIBUTION BASED ON ITS EXPERIENCE.

3. PRELIMINARY IDEAS FOR GROUP INCLUDE THEIR PARTICIPATION IN USDOC/JETRO SEMINARS IN SEVERAL CITIES WITH ROUND TABLE APPOINTMENTS WITH U.S. SALES REPRESENTATIVES AND MEETING WITH USDOC OFFICIALS IN WASHINGTON.
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4. ONLY MAJOR U.S. SHOW SCHEDULED FOR MARCH IS:

INTERNATIONAL AUTOMOTIVE SERVICE INDUSTRY SHOW MARCH 15-17, CHICAGO; DISPLAY OF AUTOMOTIVE REPLACEMENT PARTS, EQUIPMENT, SUPPLIES. HOWEVER, MANY MAJOR U.S. CITIES HAVE PERMANENT TRADE MARTS WITH EXHIBITORS DISPLAYING A VARIETY OF CONSUMER GOODS SUCH AS TEXTILES, FURNITURE, GIFTS, ETC. THESE REPRESENT EXCELLENT OPPORTUNITY FOR VIEWING BROAD RANGE U.S. PRODUCTS.

5. U.S. INDUSTRIES GENERALLY NOT CONCENTRATED IN SPECIFIC GEOGRAPHIC AREAS EXCEPT IN A FEW INSTANCES, I.E., ELECTRONICS: SAN FRANCISCO/LOS ANGELES, BOSTON AND PHOENIX. DEPENDING ON PRODUCT INTERESTS, GROUP MAY HAVE TO TRAVEL THROUGHOUT THE U.S.

6. USDOC/FBP PROJECT OFFICER WORKING CLOSELY WITH OTHER DOC OFFICES. VANCE

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